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### CIFAL Curitiba-International Marketing

#### Population

Date limite: 24 juin 2024

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Type:	Side Event
Emplacement:	Curitiba, Brazil
Date:	25 juin 2024
Durée:	1 Days
Zone du programme:	Decentralize Cooperation Programme
Site internet:	<a href="https://www.unitar.org/sustainable-development-goals/people/our-portfolio/cifal...">https://www.unitar.org/sustainable-development-goals/people/our-portfolio/cifal...</a>
Prix:	0.00 \$US
Personne de référence de l'événement:	naijla.alam@sistemafiep.org.br

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#### ARRIÈRE PLAN

Training for understanding international marketing in destination countries.

#### OBJECTIFS DE L'ÉVÉNEMENT

Prepares the industry that wishes to export to understand how to access the international market by considering its product and the regulations of the destination countries. For example, packaging, prices, colors, formats, distribution channels, target audience, religions of the countries, age groups, among others.

## **CONTENU ET STRUCTURE**

Positioning the company in the international market  
Care in preparing communication materials  
Cultural aspects and their relevance in the choice of colors and images  
Promoting products on international portals and events  
Monitoring industry trends  
Brand protection  
The importance of partnerships.

## **MÉTHODOLOGIE**

Expository training in EAD (Distance Education) and participatory live sessions, with written materials and PPT presentations.

## **AUDIENCE VISÉE**

Industries in Paraná from various sectors, including micro, small, and medium-sized companies with little or no export experience. These companies are present in all regions of the state.